Institute for Healthcare Communication, Inc.
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Process to secure permission to create customized materials from IHC copyrighted materials

Many Institute for Healthcare Communication (IHC) partner organizations ask us about creating customized job aids, videos or other materials based on copyrighted curriculum materials and/or communication models (e.g., Treating Patients with C.A.R.E. or E4, etc.). We are interested in helping you to sustain the benefits of communication skills training throughout your organization. We appreciate your creativity and interest in this important work, and we are pleased to provide a brief guide to the process for seeking approval of your supportive materials.

We recognize that some organizations have created and used materials based on IHC materials for many years. We applaud and encourage such innovations. Our main interest is in understanding how various teaching aids have been used so that we may share useful insights with other organizations. Sometimes we adopt such innovations for our curricula. We also want to ensure that all materials are consistent with our mission and respect copyright as applicable. We take an individualized approach to each organization's innovations.

Rationale

The mission of IHC is to enhance the dialogue between clinicians, healthcare teams and patients. To that end, IHC regularly provides authorization to organizations to use or reproduce copyrighted materials that IHC has developed (in whole, in part or adapted with IHC permission) through an annual licensure. With an active license, your organization gains permission to reproduce IHC's workbook. Many client organizations, whether or not they purchase annual licenses, find supplementary materials to be helpful as teaching aids; to incorporate organization-specific language or policies, to remind staff of key communication skills mnemonics and to build upon foundational skills, among many other goals.

Process

We ask that you submit your request to create job aids, videos, and other materials to us prior to reproducing and distributing such materials. An optional online submission form is at: https://healthcarecommunication.wufoo.com/forms/m1i4qgl907dhg4z/. With or without the online submission form, we ask you to provide:

1. A sample or mock-up or description of your proposed customized material(s);
2. Your goals for the material(s), i.e., what you wish to convey, who you plan to reach;
3. How the materials will be transmitted to users (as applicable, may specify hard copy, password-protected online access, streamed, via website, etc.);
4. How you will ensure attribution to IHC (text, verbal mention, IHC logo, etc.);

5. Your expected timeline for creating and distributing the material(s);
6. A clear opt-out statement if you do not want us to share a description of your material(s) with certified faculty at other IHC client organizations.

What we look for
We encourage diverse and creative ideas for keeping up the drumbeat of communication skills development, and we understand that different materials will work better for different audiences. We evaluate proposed materials for:

- Consistency with IHC's mission;
- Clear goal(s) for the materials, appropriate to the target audience(s); and
- Clearly visible (and/or audible) attribution to IHC (as applicable).

If you make substantive changes to materials we have already approved or if you create new materials, we ask you to submit a new request.

Timelines
We will review your request as quickly as we can. If we have questions or concerns, we may contact you to discuss these. If you have a specific deadline for an upcoming event, let us know and we will make every effort to meet your deadline. We will provide you with written permission to create and distribute materials we review and approve.

Please do not hesitate to contact us if you have any questions or concerns. When your information is complete, please send it to us by online form, mail, email or fax to:

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Thank you!